

To: DDA:MSMAIL=RJRWS/WSEXCH/1000; O=RJREM; P=WSX400; A=RJR; C=US
DDA:MSMAIL=RJRWS/WSEXCH/JACQUEM; O=RJREM; P=WSX400; A=RJR; C=US
From: McHugh, Michael
Posted: 3/16/98 15:44
Opened: 3/17/98 8:35
Subject: N.Y. Metro January Marlin Topline

RJ
mjm

Note:

All share measures are now being based on SOC (share of category). This applies to Full Price as well as Savings brands. This is being done to align with our 1998 brand goals.

If you have any questions, please give me a call.

Mike

CC: Kuruc, Nick, Moulton, G, Evanchik, A E., Wolfe, Laney, Mallardi, J, Groll, A P., Perez, F J., Maney, F, Richards, M, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A., Feltman, John P., Gambardella, Mark R., Brown, Greg, Guaneri, James, Figueroa, David A., Orourke, Rory, 1200 - New York Region (SCULLYA), Klein, John F., Alese, Louann F., Reuter, Diane E.

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